



September 4, 2023

Kristin Urban  
Staffing Services Manager  
Department of Employee Relations  
City Hall, Room 706

Dear Ms. Urban:


The Milwaukee Health Department is hereby requesting a re-exemption for the position of Health Marketing and Communications Officer which will be vacated by Emily Tau on September 13, 2023. This position is scheduled to go to Finance & Personnel on September 13, 2023 for vacancy approval.

The Health Marketing and Communications Officer manages staff and functions associated with marketing and communications, media and community relations, and graphics/web services for the City of Milwaukee Health Department (MHD). This position functions as the public information officer and media liaison for the department, and represents the department at community events, Committees or Task Forces. This position is responsible for drafting and executing a consistent, long-term public relations plan and providing oversight to components within.

The re-exemption of this position will permit our department to select a candidate who will assist us in carrying out our public health mission while remaining sensitive to the needs and priorities of the City's policy makers.

Enclosed please find a job description for this position. Should you have any questions, please contact Lindsey O'Connor at 414-708-0119 at your earliest convenience.

Sincerely,

DocuSigned by:  


0481CE62C52F45F...  
Mike Totoraitis  
Commissioner of Health

# JOB DESCRIPTION

<b>FOR DER USE ONLY</b>	
<b>Vacancy No.</b>	
City Service Commission:	Finance Committee:
Fire & Police Commission:	Common Council:

**Instructions:** Complete all sections. Refer to the *Guidelines for Preparing Job Descriptions* for instructions on completing specific items.

<b>1. Date Prepared/ Revised:</b> 8/29/2023		<b>2. Present Incumbent:</b>		<b>Is incumbent underfilling position?</b>	
<b>3. Date Filled:</b>		<b>4. Previous Incumbent:</b> Emily Tau		YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
<b>5. Department:</b> Health		<b>Bureau:</b> Office of the Commissioner		Unit:	
<b>6. Work Location:</b> Zeidler Municipal Bulding, 3 <sup>rd</sup> Floor		<b>Telephone:</b>		Section:	
<b>7. Represented by a Union?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<b>8. Bargaining Unit:</b> Management If in District Council 48, which local?		<b>9. FLSA Status (check one):</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	
<b>10.</b>	<b>Official Title:</b> Marketing and Communications Officer			<b>Pay Range</b>	<b>Job Code</b>
	<b>Underfill Title (if applicable):</b>			2JX	5321
	<b>Requested Title (if applicable):</b>				102
<b>Recommended Title (DER Use Only):</b>				<b>Approved by:</b>	
				<b>Date:</b>	

**11. BASIC FUNCTION OF POSITION:**

The Marketing and Communications Officer manages staff and functions associated with marketing and communications, media and community relations, and graphics / web services for the City of Milwaukee Health Department (MHD). This position functions as the public information officer and media liaison for the department, and represents the department at community events, media events, Committees or Task Forces. This position is responsible for drafting and executing a consistent, long-term public relations plan and providing oversight to components within.

**12. DESCRIPTION OF JOB** (Check if description applies to **Official Title**  or **Underfill Title** ):

**A. ESSENTIAL FUNCTIONS/Duties and Responsibilities:** (Refer to the "Guidelines for Preparing Job Descriptions" for instructions on determining Essential Functions.)

% of Time	ESSENTIAL FUNCTION
<b>40%</b>	<p><b>Communication Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Develop and draft communications materials including: press releases, media advisories, opinion-editorial pieces, bylined articles, correspondence and reports.</li> <li>• Coordinate the dissemination of information to the media, the general public, community organizations, other public health organizations, and community partners.</li> <li>• Write speeches, presentations and campaigns regarding public health matters for the Commissioner and others as assigned.</li> <li>• Identify and recommend opportunities to inform the general public, interest groups, Administration, Common Council, state and federal agencies and community partners of MHD's policies, activities and accomplishments.</li> <li>• Develop, coordinate, and implement a strategic communications plan and policies for the department and employees.</li> <li>• Coordinate, edit and oversee the production of the department's newsletter and coordinate the preparation of annual reports.</li> <li>• Coordinate and monitor responses to requests made to the MHD under Open Records law; and maintain respective files.</li> </ul>

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

% of Time	ESSENTIAL FUNCTION
20%	<b>Marketing Responsibilities</b>
	<ul style="list-style-type: none"> <li>• Oversee the department's website, editing and submitting content, and supervising webmaster in the ongoing development of the site.</li> <li>• Manage and direct department image branding, health communications graphics</li> <li>• Manage and work with senior-level management, community partners, and advertising/promotional agencies to effectively execute marketing strategies.</li> <li>• Develop time and action plans and direct associated marketing campaigns throughout the department to promote awareness and education.</li> <li>• Manage activities of outside advertising/promotional agency (development and execution of programs).</li> <li>• Track/manage all communication platforms for analytics and performance management reporting.</li> </ul>
35%	<b>Media &amp; Community Relations</b>
	<ul style="list-style-type: none"> <li>• Serve as primary contact for media and act as spokesperson for the Department as appropriate opportunities are identified</li> <li>• Coordinate local state, and national media relations and serve as a media resource for all Divisions of the department.</li> <li>• Foster and maintain positive, cooperative working relationships with community organizations, public health organizations and media representatives.</li> <li>• Arrange special events, news conferences, editorial board meetings, media coverage, and coordinate staff participation as appropriate.</li> <li>• Serve as the MHD's liaison to the Mayor's Office, Elected Officials, and other Department Heads for press releases, special announcements and other public relations matters.</li> <li>• Represent MHD in public forums, at media events, Committees and Task Force Groups.</li> <li>• Provide leadership and consultation to the Health Commissioner on media and public relations aspects of mission-critical initiatives and crucial departmental policy and public health practice proposals</li> <li>• Be available off hours for support on public health emergencies</li> </ul>
5%	<b>Supervision</b>
	<ul style="list-style-type: none"> <li>• Manage and direct Graphic Designer and Marketing and Communications Coordinator</li> </ul>

**B. PERIPHERAL DUTIES:**

% of Time	PERIPHERAL DUTY
5%	<ul style="list-style-type: none"> <li>• Be available for response on broad impact and public health emergencies</li> </ul>

**C. NAME AND TITLE OF IMMEDIATE SUPERVISOR:**

Michael F. Totoraitis, Commissioner of Health

**D. SUPERVISION RECEIVED:** (Describe the extent to which work assignments and methods are outlined, reviewed, and approved by this position's supervisor.)

Overall guidance and direction is provided by the Commissioner of Health. Position is expected to exercise independent judgment in the performance of work responsibilities.

**E. SUPERVISION EXERCISED:**

Total number of employees for whom responsible, either directly or indirectly = 2.

**Direct Supervision:** List the number and titles of personnel directly supervised. Specify the kind and extent of supervision exercised by indicating one or more of the following:

a. Assign duties	e. Sign or approve work
b. Outline methods	f. Make hiring recommendations
c. Direct work in progress	g. Prepare performance appraisals
d. Check or inspect completed work	h. Take disciplinary action or effectively recommend such

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

<b>Number Supervised</b>	<b>Job Title</b>	<b>Extent of Supervision Exercised</b> <i>(Select those that apply from list above, a - h)</i>
1	Graphic Designer	a, b, c, d, e, f, g, h
1	Marketing and Communication Coordinator	a, c, d, e, f, g, h

**F. MINIMUM QUALIFICATIONS REQUIRED:** (Indicate the MINIMUM qualifications required to enter the job.)

i. Education and Experience:

Bachelor's Degree in Journalism, Public Relations or other communications-related field from an accredited college, or equivalent. 4 years of progressively responsible journalism, communication, public or media relations experience. Established relationships with key media contacts is preferred. Note: Equivalent combination of education and experience may be considered.

ii. Knowledge, Skills and Abilities:

1. **Language Skills:** Strong verbal, clear, concise writing skills and an understanding of news. Ability to read, analyze and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches or articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, boards of directors, media and legislative bodies. Strong editing skills and a knowledge of AP Style. Bilingual in Spanish, Hmong, Russian, or other language is preferred.
2. **Mathematical Skills:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, areas, circumference, and volume. Ability to apply concepts of basic algebra and geometry.
3. **Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Effective project management skills necessary. Ability to receive critical feedback.

iii. Certifications, Licenses, Registrations:

Valid driver's license at time of appointment and must be maintained throughout employment.

iv. Other Requirements:

1. Ability to build and maintain good working relationships with a multi-cultural and multi-discipline staff, other agencies and the public; Ability to provide services in a culturally sensitive manner; Ability to maintain confidentiality; and Knowledge and understanding of emerging communication technologies and ability to use them effectively in conjunction with internal communication strategies and public relations efforts.
2. Properly insured personal vehicle for use on the job is required.

**13. PHYSICAL AND ENVIRONMENTAL DEMANDS: TOOLS AND EQUIPMENT USED**

The Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 requires job descriptions to provide detailed information regarding the physical demands required to perform the essential functions of a job; the conditions under which the job is performed; and the tools and equipment the employee will be required to use on the job. Reasonable accommodations may be made to enable qualified individuals to perform the essential duties and responsibilities of the job for each of the categories listed below.

*The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.*

**G. PHYSICAL ACTIVITY OF THE POSITION:** (List the physical activities that are representative of those that must be met to successfully perform the essential functions of the job).

**CHECK ALL THAT APPLY:**

<input checked="" type="checkbox"/>	<b>Climbing:</b> Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like; using feet and legs and/or hands and arms. Body agility is emphasized. Check only if the amount and kind of climbing required exceeds that required for ordinary locomotion.
<input checked="" type="checkbox"/>	<b>Balancing:</b> Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery or erratically moving surfaces. Check only if the amount and kind of balancing exceeds that needed for ordinary locomotion and maintenance of body equilibrium.
<input type="checkbox"/>	<b>Stooping:</b> Bending body downward and forward by bending spine at the waist. Check only if it occurs to a considerable degree and requires full use of the lower extremities and back muscles.
<input checked="" type="checkbox"/>	<b>Kneeling:</b> Bending legs at knee to come to a rest on knee or knees.
<input checked="" type="checkbox"/>	<b>Crouching:</b> Bending the body downward and forward by bending leg and spine.
<input type="checkbox"/>	<b>Crawling:</b> Moving about on hands and knees or hands and feet.
<input type="checkbox"/>	<b>Reaching:</b> Extending Hand(s) and arm(s) in any direction.
<input checked="" type="checkbox"/>	<b>Standing:</b> Particularly for sustained periods of time.
<input checked="" type="checkbox"/>	<b>Walking:</b> Moving about on foot to accomplish tasks, particularly for long distances.
<input type="checkbox"/>	<b>Pushing:</b> Using upper extremities to exert force in order to draw, press against something with steady force in order to thrust forward, downward or outward.
<input type="checkbox"/>	<b>Pulling:</b> Using upper extremities to exert force in order to draw, drag, haul or tug objects in a sustained motion.
<input type="checkbox"/>	<b>Lifting:</b> Raising objects from a lower to a higher position or moving objects horizontally from position-to-position. Check only if it occurs to a considerable degree and requires substantial use of the upper extremities and back muscles.
<input checked="" type="checkbox"/>	<b>Fingering:</b> Picking, pinching, typing or otherwise working primarily with fingers rather than with the whole hand or arm, as in handling.
<input type="checkbox"/>	<b>Grasping:</b> Applying pressure to an object with fingers and palm.
<input checked="" type="checkbox"/>	<b>Feeling:</b> Perceiving attributes of objects such as size, shape, temperature or texture by touching with the skin, particularly that of the fingertips.
<input checked="" type="checkbox"/>	<b>Talking:</b> Expressing or exchanging ideas by means of the spoken word. Those activities which demand detailed or important instructions spoken to other workers accurately, loudly or quickly.
<input checked="" type="checkbox"/>	<b>Hearing:</b> Perceiving the nature of sounds with no less than a 40 db loss. Ability to receive oral communication and make fine discriminations in sound.
<input type="checkbox"/>	<b>Repetitive Motions:</b> Substantial movements (motions) of the wrist, hands, and/or fingers.
<input type="checkbox"/>	<b>Driving:</b> Minimum standards required by State Law (including license).

**H. PHYSICAL REQUIREMENTS OF THE POSITION:** (List the physical requirements that are essential functions of the job.)

**CHECK ONE:**

<input type="checkbox"/>	<b>Sedentary Work:</b> Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
<input type="checkbox"/>	<b>Light Work:</b> Exerting up to 10 pounds of force occasionally and/or negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for Light Work.
<input type="checkbox"/>	<b>Medium Work:</b> Exerting up to 50 pounds of force occasionally and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
<input type="checkbox"/>	<b>Heavy Work:</b> Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
<input type="checkbox"/>	<b>Very Heavy Work:</b> Exerting in excess of 100 pounds of force occasionally, and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.

**I. VISUAL ACUITY REQUIREMENTS:** (List the visual acuity requirements that are essential functions of the job.)

**CHECK ONE:**

<input checked="" type="checkbox"/>	<b>Operators (Electronic Equipment), Inspection, Close Assembly, Clerical, Administrative:</b> This is a minimum standard for use with those whose job requires work done at close visual range (i.e. preparing
-------------------------------------	--

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.

	and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small parts, operation of machines, using measurement devices, assembly or fabrication of parts).
<input type="checkbox"/>	<b>Machine Operators, Mechanics, Skilled Tradespeople:</b> This is a minimum standard for use with those whose work deals with machines where the seeing job is at or within arm's reach. This also includes mechanics and skilled tradespeople and those who do work of a non-repetitive nature such as carpenters, technicians, service people, plumbers, painters, mechanics, etc. (If the machine operator also inspects, check the "Operators" box.)
<input type="checkbox"/>	<b>Mobile Equipment Operators:</b> This is a minimum standard for use with those who operate cars, trucks, forklifts, cranes, and high lift equipment.
<input type="checkbox"/>	<b>Other:</b> This is a minimum standard based on the criteria of accuracy and neatness of work for janitors, sweepers, etc.

**J. THE CONDITIONS THE WORKER WILL BE SUBJECT TO IN THIS POSITION:**

List the environmental/working conditions to which the employee may be exposed while performing the essential functions of the job. Include scheduling considerations such as on-call for emergencies, rotating shift, etc. **Approximate Percentage of time performing field work:** \_\_\_\_\_ %

**CHECK ALL THAT APPLY:**

<input type="checkbox"/>	<b>None:</b> The worker is not substantially exposed to adverse environmental conditions (such as typical office or administrative work).
<input checked="" type="checkbox"/>	<b>The worker is subject to inside environmental conditions:</b> Protection from weather conditions but not necessarily from temperature changes (i.e. warehouses, covered loading docks, garages, etc.)
<input type="checkbox"/>	<b>The worker is subject to outside environmental conditions:</b> No effective protection from weather.
<input type="checkbox"/>	<b>The worker is subject to extreme cold:</b> Temperatures below 32 degrees for period of more than one hour.
<input type="checkbox"/>	<b>The worker is subject to extreme heat:</b> Temperatures above 100 degrees for periods of more than one hour.
<input type="checkbox"/>	<b>The worker is subject to noise:</b> There is sufficient noise to cause the worker to shout in order to be heard above the surrounding noise level.
<input type="checkbox"/>	<b>The worker is subject to vibration:</b> Exposure to oscillating movements of the extremities or whole body.
<input type="checkbox"/>	<b>The worker is subject to hazards:</b> Includes a variety of physical conditions, such as proximity to moving mechanical parts, electrical current, working on scaffolding and high places or exposure to chemicals.
<input type="checkbox"/>	<b>The worker is subject to atmospheric conditions:</b> One or more of the following conditions that affect the respiratory system or the skin: Fumes, odors, dust, mists, gases or poor ventilation.
<input type="checkbox"/>	<b>The worker is subject to oil:</b> There is air and/or skin exposure to oils and other cutting fluids.
<input type="checkbox"/>	<b>The worker is required to wear a respirator.</b>

**K. MACHINE, TOOLS, EQUIPMENT, ELECTRONIC DEVICES, SOFTWARE, ETC. USED BY POSITION:**

List equipment needed to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.)

**CHECK ALL THAT APPLY:**

<input checked="" type="checkbox"/>	Camera and photographic equipment	<input checked="" type="checkbox"/>	Office Equipment (desk, chair, telephone, etc.)						
<input type="checkbox"/>	Cleaning supplies	<input checked="" type="checkbox"/>	Office supplies (pens, staplers, pencils, etc.)						
<input type="checkbox"/>	Commercial vehicle	<input type="checkbox"/>	Packing materials (boxes, shrink wrap, etc.)						
<input type="checkbox"/>	Data processing equipment	<input checked="" type="checkbox"/>	PC equipment (monitor, keyboard, printer, etc.)						
<input type="checkbox"/>	Handcart	<input checked="" type="checkbox"/>	PC software						
<input type="checkbox"/>	Hand tools ( <b>please list</b> ):								
<input type="checkbox"/>	Office Machines ( <b>check all that apply</b> ):	<input checked="" type="checkbox"/>	Copier	<input type="checkbox"/>	Facsimile	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Cash register
<input type="checkbox"/>	Other ( <b>please list</b> ):	The employee may be assigned to carry a pager, cellular telephone, blackberry or similar communications device on a 24/7 basis							

**L. SUPPLEMENTARY INFORMATION:** (Indicate any other information which further explains the importance, difficulty, or uniqueness of the position, such as its scope of responsibility related to finances, equipment, people, information, etc. Also indicate success factors such a personal characteristics that contribute to an individual's ability to perform well in the job, and any other special considerations.)

Ability to work under pressure, handle conflicting priorities and meet strict deadlines while maintaining a professional demeanor; Ability to respond to and/or coordinate media inquiries and events 24 hours a day.

**M. I believe that the statements made above in describing this job are complete and accurate.**

The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.



D65FC8DE968E406

---

*Signature of Department Head or Designated Representative*

*The above statements are intended to summarize the nature and level of work and typical responsibilities and duties being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities, duties, and tasks required of the position.*



**Department of Employee Relations**

**Cavalier Johnson**  
Mayor

**Harper Donahue, IV**  
Director

**Renee Joos**  
Employee Benefits Director

**Nicole M. Fleck**  
Labor Negotiator

**TO:** Board of City Service Commissioners

**FROM:** Kristin Hennessy Urban  
Human Resources Manager

**DATE:** September 8, 2023

**RE:** Request from the Milwaukee Health Department (MHD) to **re-exempt** the position of Marketing and Communications Officer

<u>Position Title</u>	<u># of Positions</u>	<u>Pay Range</u>
Marketing and Communications Officer	1	2JX (\$71,341-\$90,796)

Please find attached a request from Commissioner of Health Michael Totoraitis to **re-exempt** the position of Marketing and Communications Officer. A copy of the current job description is attached.

Reporting directly to the Commissioner of Health, the incumbent will manage the marketing, communication, media relations, graphics and website design for the MHD. Additionally, the incumbent will develop and implement public relations strategies and will represent the department as a liaison with other City departments, the community and the media. It is imperative that the individual who holds a public information position reflects and reinforces the public policy philosophy of the departmental director and understands and follows the director's public relations directives. Similar positions in the Milwaukee Public Library, the Department of City Development, the Department of Employee Relations and the Department of Public Works are exempt, reflective of the public facing nature of the job functions.

For the reasons cited above, I recommend that the request to exempt the Marketing and Communications Officer position be granted.

Please contact me at 414.286.8643 should you have any questions.